



# Applying Sales Strategies to Self-Storage

*An Audiocast Presentation Provided by  
Inside Self-Storage and the Self-Storage Training Institute*

**IS**  
**INSIDE SELF-STORAGE**  
The Premier Magazine of Self-Storage Professionals



## **Introducing Our Presenter...**

*Tron Jordheim* started his first business in the sixth grade with a bottle of window cleaner and a roll of paper towels. He has been at it ever since. Before joining the self-storage industry, Tron ran a Culligan bottled-water dealership in Central Missouri that boasted the highest per capita penetration of cooler rentals in the Culligan system. He worked as a sales trainer and consultant for several bottled-water companies, sharing his selling system. In 2000, he was brought in to start PhoneSmart, a rollover call center and secret-shopping service for self-storage owners. The company serves close to 400 self-storage facilities in 42 states and four Canadian provinces.

For more information, visit [www.phone-smart.net](http://www.phone-smart.net).

# Selling Self Storage Seminar Notes

Tron Jordheim

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The introduction: Get a smile and share it!

The Price Stall: “Sure I can help you with that!”

The five agreements:

1. timeframe
2. location
3. size
4. benefits of features
5. Price

Concerns and assurances:

- Not ready yet
- More than I'm looking to spend
- Need spouse permission

Create urgency: Availability is limited.

Take the order (Close):

- Order blank close
- Alternate choice close
- Assumptive close

Try again: If you don't get a yes on the first try, step back and try again.